

Message Text

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ACTION ARA-10

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FM AMCONSUL RIO DE JANEIRO

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 4077

AMEMBASSY BRASILIA

AMCONSUL SAO PAULO

UNCLAS RIO DE JANEIRO 3288

FROM COMMERCIAL COUNSELOR

E.O. 11652: N/A

TAGS : BEXP BR

SUBJECT : PROMOTION EVENT SCHEDULES FY 1977, FY 1978:

FY 1977 CCP

REF: STATE 201643, RIO DE JANEIRO 3192, RIO DE JANEIRO 3220

1. EMBASSY AGREES TO SCHEDULE OF PROMOTION EVENTS LISTED PARA ONE OF STATE 201643 WITH THE EXCEPTION OF ENERGY SYSTEMS TRADE MISSION (SEE RIO 3192). ALSO PLEASE NOTE OUR COMMENTS ON PLASTICS INDUSTRY PRODUCTION EQUIPMENT BELOW.

2. ACCORDING TO THE MINISTRY OF INDUSTRY AND COMMERCE (IRENE ALVES), NOT ONE OF THE BRAZILIAN SHOWS CITED IN PARA TWO OF STATE 201643 HAS BEEN AUTHORIZED ALTHOUGH REQUESTS FOR AUTHORIZATION HAVE BEEN RECEIVED IN THE MINISTRY FOR SEVERAL OF THESE SHOWS. ALVES INDICATED THAT A COMPLETE LISTING OF APPROVED SHOWS FOR CALENDAR YEAR 1977 WOULD NOT BE AVAILABLE UNTIL LATER THIS YEAR. SHE NOTED THAT IT WAS TOO EARLY TO GIVE ANY INDICATIONS AS TO SCHEDULE FOR FY 1978. THIS INFORMATION WAS RECEIVED OVER THE PHONE. COMMERCIAL COUNSELOR INTENDS TO BE IN BRASILIA SEPTEMBER 3 AND PURSUE SUBJECT FURTHER WITH ALVES. AT THAT TIME WILL POINT OUT OUR EFFORTS TO AVOID SCHEDULING TRADE CENTER SHOWS WITH IMPORTANT BRAZILIAN SAO PAULO SHOWS AND ASK HOW BEST WE CAN GET THIS DONE.

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3. SCHEDULING OF FIRST SAO PAULO TRADE CENTER SHOW RECOMMENDED FOR JUNE IN RIO 3220.

4. MARKET RESEARCH SCHEDULE DESCRIBED PARA 6 AND 7 STATE 201643 IS ACCEPTABLE BUT OBVIOUSLY CONTINGENT UPON ARRIVAL OF MARKET RESEARCH OFFICER ASSIGNED TO TRADE CENTER. MARKET RESEARCH FOR INDUSTRIAL PROCESS CONTROL EQUIPMENT ALREADY UNDERWAY.

5. AS TO CHANGES IN FY 1977 CCP:

A) AGREE WITH DELETION FROM BIOMEDICAL CAMPAIGN OF REFERENCE TO TC EXHIBITION (ACTIONS 3 AND 4 IN DRAFT CCP). SUGGEST ADDITIONAL ACTION THIS CAMPAIGN READ AS FOLLOWS: "DEVELOP LIAISON WITH MAJOR MEDICAL RESEARCH LABORATORIES TO DETERMINE THEIR EXPANSION PLANS AND BUDGET POSITIONS."

B) AT LAST CCAG MEETING (ATTENDED BY WASHINGTON REPS WORKING ON CCP) ENTHUSIASM WAS INDICATED FOR A MISSION CONSISTING OF BOTH INVESTORS AND EQUIPMENT SUPPLIERS TO FOCUS ON COMMERCIAL OPPORTUNITIES IN THE NEW PLASTICS INDUSTRY TO BE PLANNED AROUND THE CAMACARI PETROCHEMICAL COMPLEX. WE STILL VIEW SUCH A MISSION AS THE MOST EFFECTIVE WAY TO GENERATE EXPORT SALES. HOWEVER, WE AGREE TO A TC EXHIBIT IF USDOC WISHES IT. PLEASE REPLY TO FOLLOWING QUESTIONS: COULD TC EXHIBIT IN THIS CASE ALSO HIGHLIGHT US INVESTOR INTEREST? OR COULD SEPARATE INVESTMENT GROUP BE ORGANIZED, IF NOT BY USDOC BY OPIC?

C) AGREE WITH LANGUAGE SUGGESTED PARA 8 D STATE 201643.

6. SECTION V TABLES OF CCP BEING FORWARDED WILL REFLECT ABOVE CHANGES.

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